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CIA HISTORICAL REVIEW PROGRAM  
RELEASE IN FULL

26 October 1953

2003

MEMORANDUM FOR: Chief, Western Hemisphere Division

SUBJECT : Certain PW Aspects of PBSUCCESS.

REFERENCES : a. Memorandum to C/WH from DD/P, subject  
as above, dated 13 October 1953.  
b. Memorandum to DD/P from C/WH, subject  
as above, dated 23 October 1953.

1. It looks as though I drew a total blank on the reference  
a. effort.

2. Whereas I cannot quarrel seriously with the rationale  
of either paragraphs 1 or 2 of the reference b. memorandum -- I  
nevertheless feel that their reactions are too negative to be  
compatible with our present "posture" toward the Guatemalan  
situation. I therefore request that further thought and attention  
be devoted to both aspects of this matter with a view to getting  
a little fire under the pot.

3. I too have discussed the thesis of the Krock column with  
Mr. Leddy and have attempted to point out to him that, if certain  
of our Embassies in Latin America were given this thesis, they  
might well be able to work it into their conversations and  
discussions with influential members of the governments to which  
they are respectively accredited. I explained that this approach  
was not expected to produce any immediate or demonstrably tangible  
dividends -- but rather that it could become a part of a program  
to build up an atmosphere of hostility toward the Guatemalan regime  
and thus play its part in paving the way for subsequent actions  
in the diplomatic field.

4. Regarding the second paragraph of the reference b. memo-  
randum, it is a part of my general criticism of our own and State  
Department's propaganda methods and activities that we do not  
follow up by repetition and reiteration the strong points which  
we are able to develop from time to time in support of our basic

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position and long-range objectives. We must get out of the frame of mind that we are in the newspaper business, and that the ordinary rules of publicity apply to our efforts. Just because a story has been told once or even four or five times is no reason why we should not repeat it again and again in various ways and through various media, ringing all the changes that we can think of to embarrass and undermine the opposition. In this particular case the United States Government has taken a completely unwarranted and highly insulting verbal shellacking at the hands of the Guatemalan government, and in so doing has maintained silence for so long as to have created an impression that we are supine and even timorous. Now that the opening has been given us and some useful material provided, I think it is our duty to continue to hammer home the strongest points of this speech with all the force and imagination that we are capable of bringing to bear. Neither the Guatemalans nor any other Latin American powers (be they antagonistic or friendly) should be permitted to gain the impression that they can lightly insult and heap indignities upon the United States -- and those who try it as Guatemala has done should be made to feel the frosty draft of our displeasure. This is needed in the Guatemalan situation not only to deter the regime from similar excesses in the future, but to give encouragement to other enemies of the regime and those who are potentially friendly toward the United States.

(Signed) FRANK G. WISNER

FRANK G. WISNER  
Deputy Director (Plans)

Attachment (1)  
Reference a. memorandum.

cc: C/PP for C/OPS/PP ✓

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